



Public Health
Prevent. Promote. Protect.

Burlington County Health Department
Health Starts Here

Community Health Improvement Plan

2023

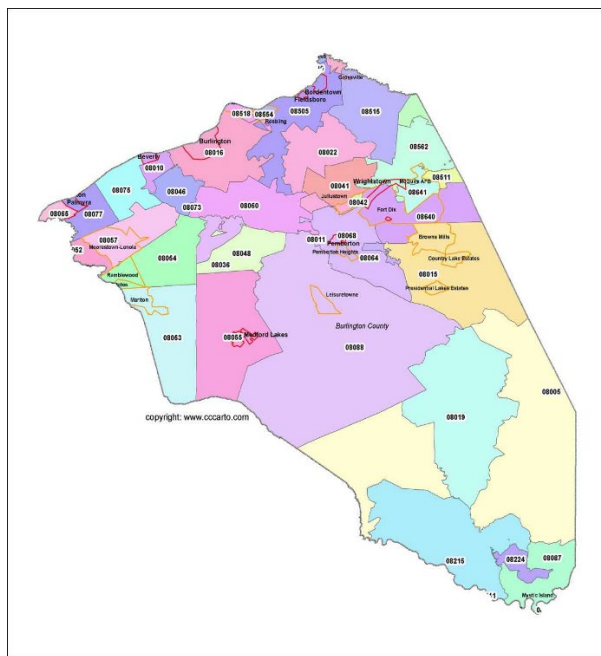


Prepared by **35TH STREET CONSULTING LLC** | A New Jersey Certified Small Business and WBE



About the Burlington County Health Department

The Burlington County Health Department (BCHD) protects and improves the health and well-being of everyone in Burlington County, as well as the environmental resources upon which we all depend. The Health Department contracts with all 40 local Boards of Health in Burlington County to provide residents, businesses, and visitors a variety of health-related programs and services. BCHD, along with its sister agencies across New Jersey continue to promote health and wellness.



The Burlington County Health Department...

- Protects you from health threats. BCHD works to prevent disease outbreaks and makes sure the water you drink, the food you eat, and the air you breathe are all safe. We are also ready to respond to any health emergency — be it bioterrorism, Ebola, Zika Virus, rabies, COVID-19, or a new environmental hazard.
- Educates you and your neighbors about health issues. BCHD provides you with information that helps you make healthy decisions, like exercising more, eating right, quitting smoking, and washing your hands to protect yourself from communicable diseases. During a public health emergency like COVID-19, we also provide important alerts and warnings to protect your health.
- Provides healthy solutions. BCHD offers the preventive care you need to avoid disease and maintain your health. We provide flu shots for all county residents and help mothers get prenatal care to give their babies a healthy start. We also help provide eligible children and adults with immunizations and help low-income families get the good nutrition needed to help them grow and learn through the Women, Infants, and Children program.
- Advances community health. BCHD takes part in developing new policies and standards that address existing and emerging challenges to your community's health while enforcing a range of laws to help keep you safe. We work through research and staff training to maintain expertise and deliver up-to-date, cutting-edge health programs.
- Enhances the public health workforce. BCHD actively recruits and trains community members and licensed healthcare professionals to assist in community screening and during times of public health emergencies and disasters.



The 10 Essential Public Health Services

The Burlington County Department of Health aligns with the [10 Essential Public Health Services](#) created by the Public Health National Center for Innovations and the de Beaumont Foundation, as recognized by the CDC and others as the framework for public health to protect and promote the health of all people in all communities. Centered in Equity, the key directions include Assessment, Assurance and Policy Development.



- ESSENTIAL PUBLIC HEALTH SERVICE #1**
Assess and monitor population health status, factors that influence health, and community needs and assets
- ESSENTIAL PUBLIC HEALTH SERVICE #2**
Investigate, diagnose, and address health problems and hazards affecting the population
- ESSENTIAL PUBLIC HEALTH SERVICE #3**
Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it
- ESSENTIAL PUBLIC HEALTH SERVICE #4**
Strengthen, support, and mobilize communities and partnerships to improve health
- ESSENTIAL PUBLIC HEALTH SERVICE #5**
Create, champion, and implement policies, plans, and laws that impact health
- ESSENTIAL PUBLIC HEALTH SERVICE #6**
Utilize legal and regulatory actions designed to improve and protect the public's health
- ESSENTIAL PUBLIC HEALTH SERVICE #7**
Assure an effective system that enables equitable access to the individual services and care needed to be healthy
- ESSENTIAL PUBLIC HEALTH SERVICE #8**
Build and support a diverse and skilled public health workforce
- ESSENTIAL PUBLIC HEALTH SERVICE #9**
Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement
- ESSENTIAL PUBLIC HEALTH SERVICE #10**
Build and maintain a strong organizational infrastructure for public health

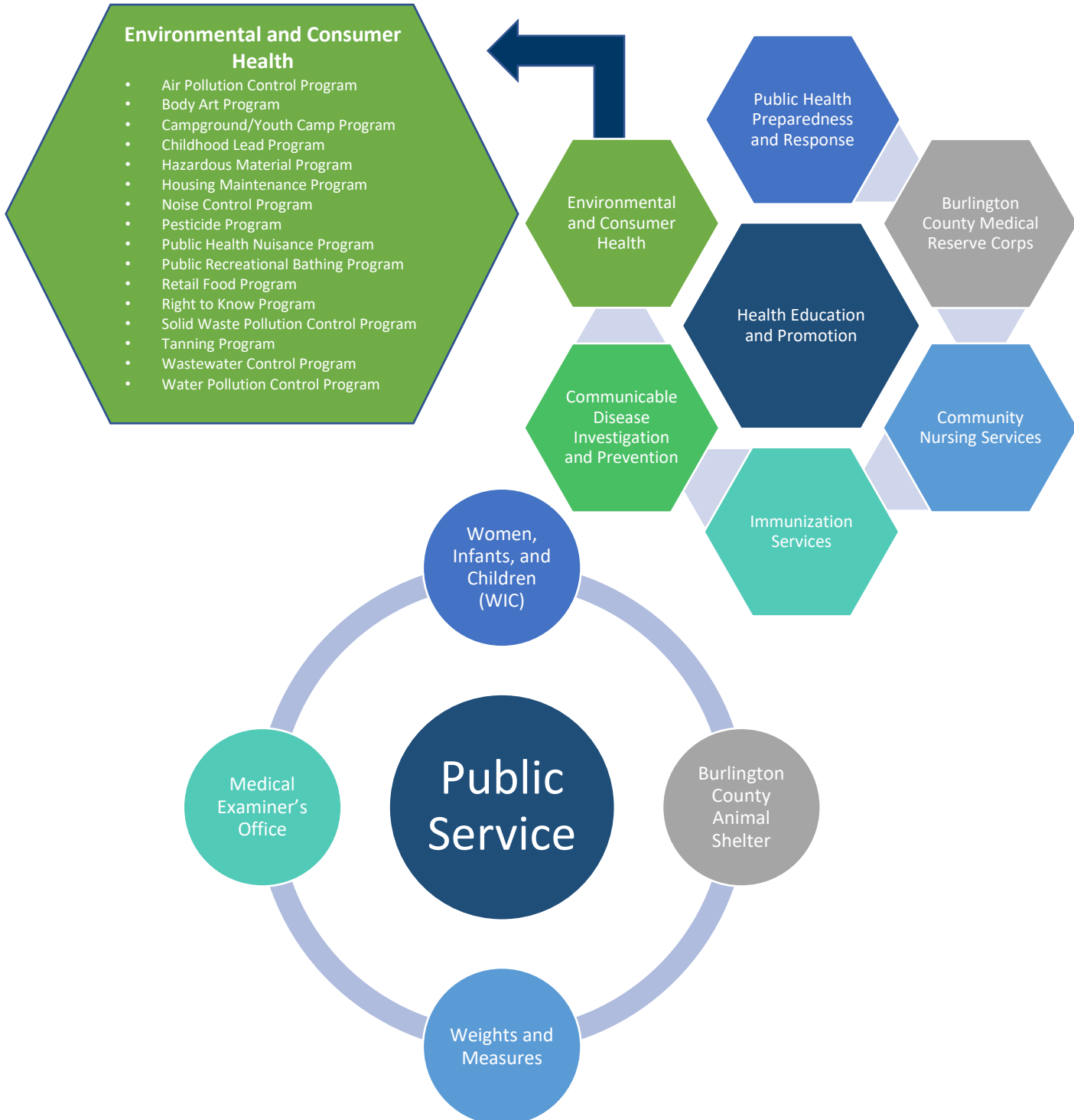
The 10 Essential Public Health Services provide a framework for public health to protect and promote the health of all people in all communities. To achieve equity, the Essential Public Health Services actively promote policies, systems, and overall community conditions that enable optimal health for all and seek to remove systemic and structural barriers that have resulted in health inequities. Such barriers include poverty, racism, gender discrimination, ableism, and other forms of oppression. Everyone should have a fair and just opportunity to achieve optimal health and well-being.

Created 2020



Burlington County Department of Health: Programs and Activities

The Burlington County Health Department engages in numerous activities that educate and promote the health of the community, as well as facilitating health-adjacent public services. These activities run the gamut from providing screenings, referrals to treatment, and appropriate public disclosure of communicable diseases and disseminating information regarding public health crises, such as the COVID-19 pandemic or air quality alerts, to operating the county’s WIC program – ensuring that mothers and young children have access to food – and the county animal shelter. The largest arm is the Environmental and Consumer Health department.





South Jersey Health Collaborative

Burlington County Department of Health is a key member of the South Jersey Health Collaborative, a partnership comprising Cooper Health, Jefferson Health and Virtua Health Networks plus Burlington, Camden and Gloucester County Health Departments. Together, these institutions work together to meet the diverse health needs of the people living in this South Jersey region.

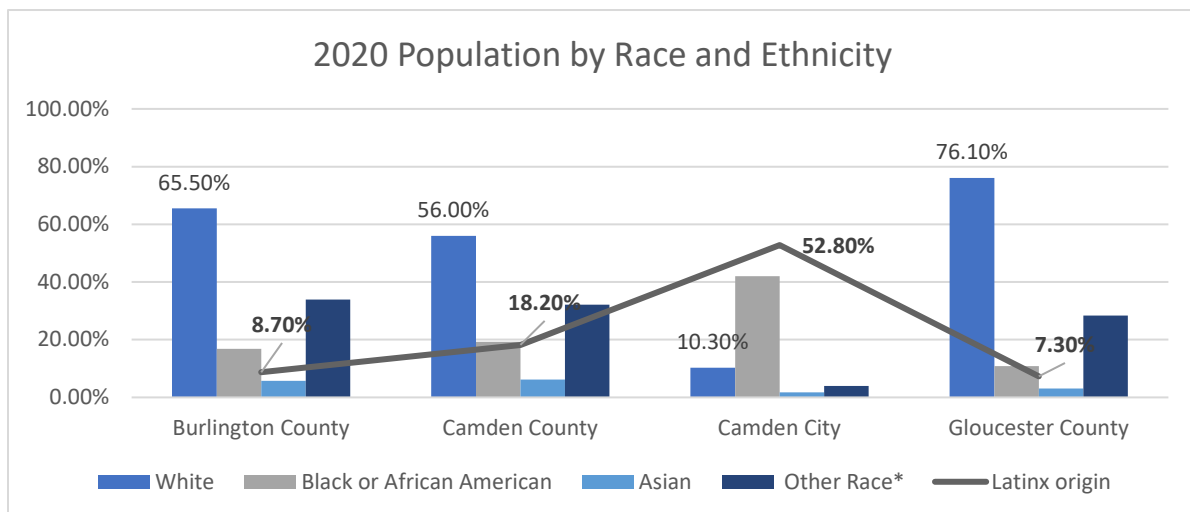
South Jersey Health Collaborative 2022 CHNA



Since 2013, the South Jersey Health Collaborative (SJHC) has combined efforts to better understand the factors that influence health of the people living in the South Jersey region. Together, these institutions have committed to conducting a collaborative Community Health Needs Assessment (CHNA) and Community Health Improvement Plan (CHIP). By working together, sharing strengths, and generating ideas, the SJHC fosters a common understanding of the resources and challenges among the communities of South Jersey. Leveraging the collective and individual strengths across each institution, the SJHC is working toward a healthier, more equitable South Jersey for all.

2022 Community Health Assessment

The [2022 Burlington County Community Health Needs Assessment](#) builds upon South Jersey Health Collaborative’s 2013, 2016 and 2019 regional reports in accordance with the timelines and requirements set out in the Affordable Care Act. The 2022 South Jersey Health Collaborative CHNA together has reviewed health indicators, engaged community participation through 14 focus groups with diverse populations, including youth, and solicited feedback through a key informant survey and stakeholder interviews to interpret the quantitative and qualitative information collected through a lens of **health equity** – working towards equitable outcomes for all people - and a focus on the **social drivers of health**. A summary of some of the findings are reflected in the following pages. While Burlington County less racial and ethnic diversity than its neighbors, it is still home to people of many varied backgrounds, all of which contribute to a rich and dynamic community.



Source: US Census Bureau, American Community Survey *Includes American Indian, Native Hawaiian, Some Other Race and Two or More Races together



The connection between our communities and our health

By focusing on removing barriers and creating vital resource connections, we can work towards building communities where all people have access to the choices and tools necessary to live their healthiest lives. One step in this process of advancing health equity is to identify and address disparities in the Social Drivers of Health.

EQUALITY:

Everyone gets the same – regardless if it’s needed or right for them.



EQUITY:

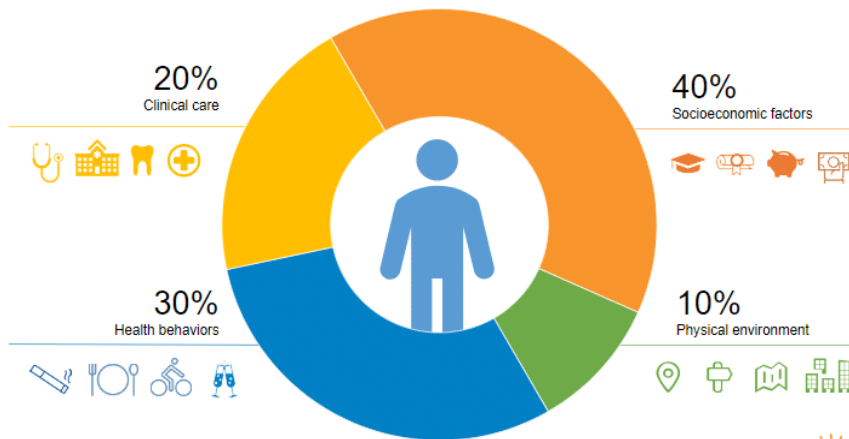
Everyone gets what they need – understanding the barriers, circumstances, and conditions.



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Social Drivers of Health

WHAT MAKES US HEALTHY?



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Source: Centers for Disease Control



Social drivers of health (SDoH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health and quality of life outcomes. SDoH are grouped into five domains that include factors such as access to health care, safe neighborhoods transportation options, nutritious food, and quality education. The quality and availability of these elements impact the array of healthy living choices available to people and can be measured in rates of disease and length of life. Addressing social determinants of health is a primary approach to achieving health equity.



Lessons Learned from COVID-19

The COVID-19 global pandemic has been at the forefront of the world's concerns since 2020, coinciding with the research informing this Community Health Needs Assessment (CHNA) and the CHIP. The COVID -19 pandemic has created unprecedented challenges for people across South Jersey—and the world—and has demanded rapid and robust response from healthcare, social services, government, businesses, families, and individuals. COVID-19 exacerbated existing disparities within the health and social service systems and exposed long-standing inequities in power and socioeconomic opportunities within our society.

COVID-19 exposed long-standing inequities that taught us we need a more equitable healthcare response.

COVID-19 has not impacted all people equally. Rather, certain structural issues—population density, low income, crowded workplaces, etc.—contribute to higher levels of spread and worse outcomes from COVID-19, and potentially other infectious diseases. During this time, the disparity in access to vaccination and testing and the resulting negative outcomes amongst people of color and other disenfranchised communities was of substantial concern and urgency. Therefore, recognizing the ongoing needs—and recovery—from the COVID-19 pandemic that have disproportionately negatively impacted communities of color emerged as a priority.

While COVID-19 is still with us, its impact on people and communities continues to evolve rapidly as medical professionals learn more about the virus, the virus itself changes, and our public policies and social norms change. This moment, late 2023, finds us in a different time, where collaborative vaccination efforts have led us to more equitable vaccination, greater access to testing, more availability of treatment options and lower levels of hospitalizations and deaths than in the three previous springs. Therefore, the lessons learned from this collective action to confront the inequities in opportunity, access, education, and trust revealed by COVID-19 have been integrated into every priority set out in this report. This underscores an effort to create a culture of greater health equity and trust, and to prepare for a more equitable response for future emergencies.

In response to the arrival of COVID-19 in early 2020, Burlington County Department of Health, in partnership with the South Jersey Health Collaborative partners, responded swiftly to the emerging needs. Some of these actions included implementing safety measures to protect patients and staff, transitioning to telehealth and remote monitoring protocols to meet patient needs without increasing exposure to COVID-19 through travel and congregating with others, as well as robust collaborative efforts between health systems, health departments, community based agencies, and others, to roll out community testing sites, public education about the virus, vaccination, as well as the coordination of food distribution, technology support and efforts. All of these actions were collaborative, responsive to real-time changing needs, and focused on ensuring the highest possible levels of community safety. Despite these efforts, COVID-19 has still left in its wake lasting negative impacts in South Jersey and worldwide. Identifying the barriers to health and longevity, as well as the gaps in services most impacted by the COVID-19 experience are essential to creating effective strategies for health improvement.

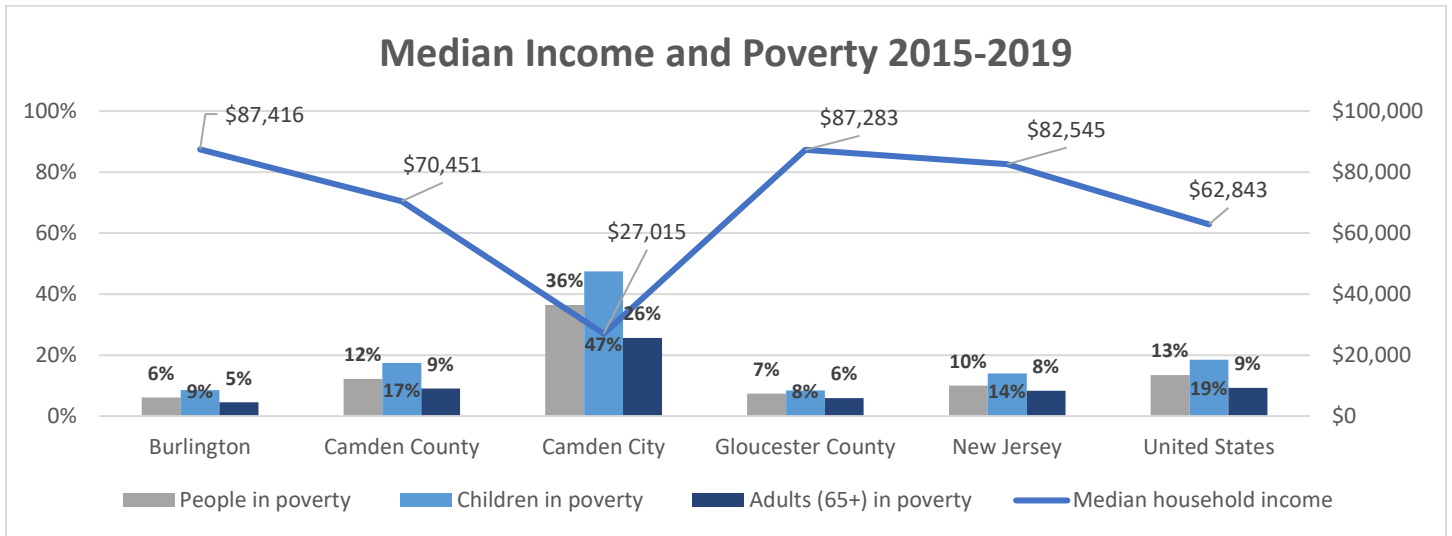
The arrival of the COVID-19 pandemic served to exacerbate many of the underlying struggles and barriers impacting all people, highlighting and widening the gaps in negative outcomes between people of different races and different socioeconomic status. These examples swell beyond disparities—or differences between outcome measures between population groups; they point at underlying *inequities*, driven by long-standing systemic racism. These inequities culminate in higher poverty levels, higher death rates from preventable and treatable diseases, and increased trauma, which accumulates in significant differences in overall death rates and length of life. Burlington County and South Jersey are not unique in experiencing disparities impacted by long-standing systemic racism, as evidenced through findings through the Centers for Disease Control¹ and the State of New Jersey², among others.

¹ <https://www.cdc.gov/healthequity/racism-disparities/index.html>

² <https://nurturenj.nj.gov/wp-content/uploads/2021/01/20210120-Nurture-NJ-Strategic-Plan.pdf>



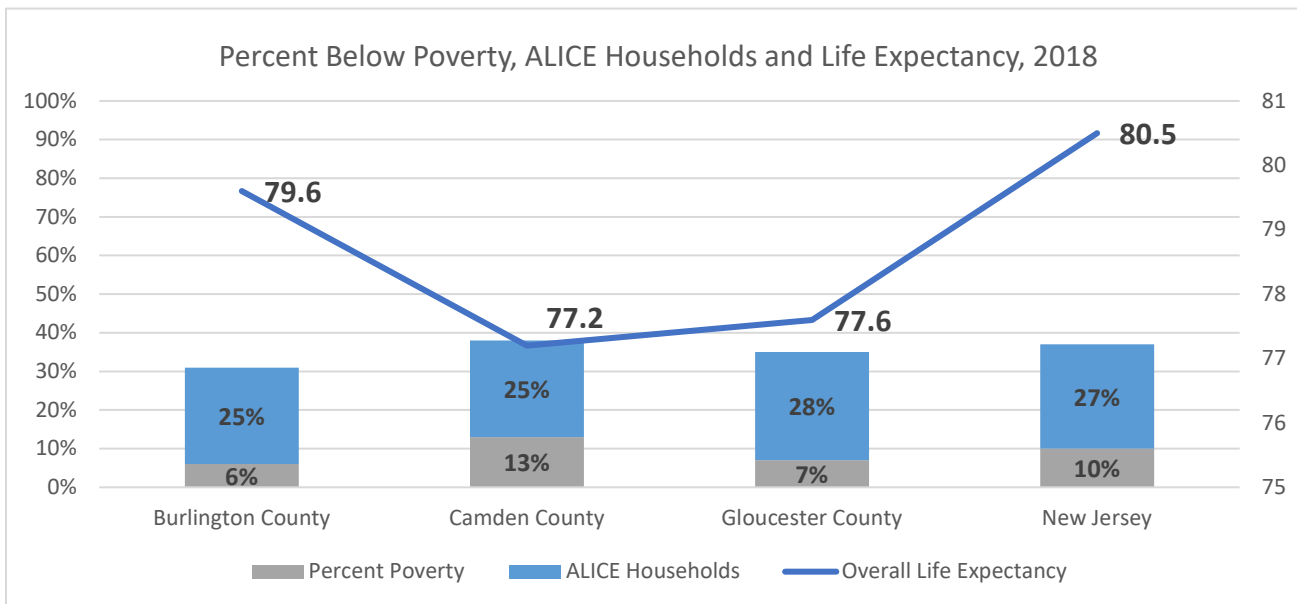
As a whole, the South Jersey region is affluent compared to the rest of the nation. Burlington County is still more affluent, with a median household income of over \$87,000 per year, and poverty rates that would be aspirational for many communities, including neighboring Camden County. Data across many measures consistently demonstrate that people of color experience more poverty, lower median wages, and are less likely to receive preventive and life-saving healthcare.



Source: US Census Bureau, American Community Survey

Clear disparities emerge demonstrating a relationship between income, race, and health outcomes. The ALICE (Asset Limited Income Constrained Employed) Index measures the proportion of working households that do not earn enough to meet all of their needs given the local cost of living. When viewed together, this graph shows that that 1 in 4 South Jersey households met the ALICE threshold *before* the COVID-19 pandemic.

Meet **ALICE**: (Asset Limited Income Constrained Employed)
1 in 4 Burlington County households are working but struggle to make ends meet.



Source: United for ALICE, 2018



Community Health Implementation Plan (CHIP)

The intent of the Burlington County CHIP is to serve as a roadmap for an inclusive and collaborative response to our community needs and expectations. This CHIP is designed in alignment with the 2023 MAPP (Mobilizing Action for Planning and Participation) 2.0 towards Public Health Accreditation standards. Created as a living document, this plan should be updated and modified as internal and external factors change, including emerging needs, availability of resources, partnerships, and policies. The goals, objectives and strategies included here build on and leverage prior success while simultaneously adjusting strategies and actions as obstacles are encountered.

Determining Community Priorities

To determine priorities, statistical secondary data and primary qualitative data were analyzed to determine community health priorities. Statistical data include health indicators and socioeconomic measures to document health disparities and underlying inequities experienced by people living throughout Burlington, Camden, and Gloucester Counties. Perspectives on data trends and direct feedback on community health priorities were collected via one-on-one interviews and include the perspectives of more than 206 individuals through the key informant surveys. These data were then analyzed to determine key areas of need informed by the quantitative data, the survey results and the key informant interview perceptions. From this process, the following specific health needs were identified as priorities:

- Chronic Disease
- Behavioral Health
- Behavioral Health among young people (age 24 and younger)
- Maternal and Child Health

These findings were similar to the priority areas identified in the 2019 CHNA, which were Behavioral Health: Mental Health and Substance Abuse, Accessing Care, Communications and Relationships, and Obesity.

In 2022, when reviewing the data regarding these health issues in the context of the COVID-19 pandemic, the South Jersey Health Collaborative sought to explore and target upstream, social determinants of health factors that have been exacerbated by the physical, emotional, and structural changes brought about because of the COVID-19 pandemic. Nationwide, the shifts that individuals, families, and institutions, including health care providers, have undertaken to thwart the spread of COVID-19, particularly the length and degree of isolation, as well as the impacts on people's wages and access to employee-sponsored health insurance due to widespread industry shutdowns and job loss, have intensified the negative outcomes for these health conditions and increased inequities among key populations. **The rapid pace of societal change due COVID-19 has dramatically exposed and exacerbated the underlying inequities that have existed for generations that continue to fuel disparities in health outcomes.**

To help identify cross cutting factors for collective action and to identify potential upstream solutions, 14 focus groups including 74 individuals were conducted with a wide variety of people representing the four priority health areas. These community conversations were designed to identify themes that impact Chronic Disease, Behavioral Health, Youth Behavioral Health and Maternal and Child Health to determine barriers to improved outcomes and strategic opportunities for intervention. These conversations allowed the opportunity to better understand the experiences of real people who experience these health concerns through personal experience and work, find potential points of entry for intervention opportunities, and learn what real people found helpful for themselves and others in their communities during this unprecedented time in South Jersey.



Cross Cutting Themes

The following cross cutting themes for strategic action were identified through conversations with diverse populations, including young people, across Burlington, Camden, and Gloucester Counties.



The key informant survey completed by 206 individuals throughout the area who represent first responders, health care providers, social services professionals, educators, faith-based leaders, and other community leaders identified the following priority areas, consistent with the quantitative and qualitative data reflected above.



Priorities for Action: Building Trust and Equity

Using an equity lens, the themes identified above represent the following priority areas for collective action for the South Jersey Health Collaborative, as detailed in the 2022 Community Health Needs Assessment.



Equity Approach:

Achieve equitable outcomes for all residents by challenging structural and institutional inequities

Leverage collaboration to counteract social drivers of health

Change processes and policies to reimagine equitable distribution of services

Access	Life Expectancy	Build Resilience	Equal Start
<p>Access to Care: <u>Goal:</u> Achieve equitable access to services for all people regardless of race, ethnicity, age, insurance, zip code, income, gender or language.</p>	<p>Chronic Disease and Life Expectancy: <u>Goal:</u> Achieve equitable life expectancy for all people regardless of race, ethnicity, zip code, insurance, income, gender or language.</p>	<p>Behavioral Health, Trauma and Adverse Childhood Experiences: <u>Goal:</u> Foster community building opportunities to ameliorate the impact of traumatic events designed for all ages.</p>	<p>Women and Children’s Health: <u>Goal:</u> Achieve equitable outcomes and support for all babies and people who give birth.</p>

Planning for Continuous Improvement: MAPP Forum

On October 4, 2023, the Burlington County Health Department hosted a Community Forum at the Bordentown Township Senior Center in Fieldsboro, New Jersey. The forum was attended by 28 community partners in-person. These participants represented partners across all sectors, from our local hospitals - Cooper Health, Deborah Heart and Lung Center, Jefferson Health and Virtua Health, to Rutgers Coop Extension and Southern New Jersey Perinatal Cooperative, and many others. During that time, data and findings from the CHNA were shared with those in attendance, with opportunities for questions and feedback in response to each priority area. In closing, participants were invited to share their feedback regarding the overall direction of the goals undergirding the CHIP process. It is important, before embarking formally on the CHIP process, to engage the feedback of community partners, whose buy-in, investment, and collaboration will be essential to the ultimate success of any long-term goals and transformation in Burlington County.



Alignment with New Jersey State Health Improvement Plan

New Jersey State Health Improvement Plan Priorities	Burlington County Department of Health	
Health Equity	Equity Approach	<ul style="list-style-type: none"> Achieve equitable outcomes for all residents by challenging structural and institutional inequities Leverage collaboration to counteract social drivers of health Change processes and policies to reimagine equitable distribution of services
Mental Health and Substance Use	Build Resilience: Behavioral Health, Trauma and Adverse Childhood Experiences	Foster community building opportunities to ameliorate the impact of traumatic events designed for all ages
Nutrition, Physical Activity and Chronic Disease	Life Expectancy	All people have access to the resources needed to prevent, screen, and treat disease to achieve their best life
Birth Outcomes	Equal Start	Achieve equitable outcomes and support for all babies and people who give birth
Immunizations	Access to Care	Achieve equitable access to care for all people regardless of race, ethnicity, zip code, insurance, income, gender or language
Alignment of State and Local Health Improvement Planning	Access to Care	Achieve equitable access to care for all people regardless of race, ethnicity, zip code, insurance, income, gender or language

Our Research Partner:



A New Jersey certified Small Business Enterprise (SBE) and Women Owned Business Enterprise (WBE), 35th Street Consulting specializes in transforming data into action that advances health and social equity through practical and impactful strategies. Our interdisciplinary team of community development experts, health planners, researchers, and data analysts have worked with hundreds of healthcare providers, payors, public health departments, government agencies, health and human service providers, and other community-based organizations to direct action and funding to reimagine policies and achieve realistic, measurable social impact.



Prioritized Health Needs

Priority Area: Equal Start - Women and Children’s Health

Guiding Goal: Achieve equitable outcomes and support for all babies and people who give birth

CHNA Key Findings:	CHNA Page
▶ The Black/African American infant death rate in Burlington County (6.9) is almost two times greater than the rate for Whites (3.7) and exceeds the Healthy People 2030 goal (5.0).	100
▶ In MCH in particular, representation matters; lack of diversity of race, ethnicity, preferred language, and gender identity affect the comfort and reception of patients when receiving care.	103

Essential Public Health Services	
<ul style="list-style-type: none"> ▶ 1. Assess and monitor population health status, factors that influence health, and community needs and assets. ▶ 4. Strengthen, support, and mobilize communities and partnerships to improve health ▶ 5. Create, champion, and implement policies, plans, and laws that impact health 	<ul style="list-style-type: none"> ▶ 8. Build and support a diverse and skilled public health workforce ▶ 9. Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement

Objectives:	Strategies	Initiatives	Measures
<i>Success is:</i>	<i>We will work towards equity by:</i>	<i>These activities are how we will engage stakeholders:</i>	
Improve birth outcomes for women and babies in Burlington County	<ul style="list-style-type: none"> ▶ Name and take steps to educate providers and childbearing people regarding fears about childbirth for vulnerable populations <ul style="list-style-type: none"> ○ Citizenship/documentation concerns and fear of asking for support/assistance ○ Systemic racism and inequities in outcomes by race ▶ Coordinate opportunities to share best practices for providers and staff to share resources to improve listening to pregnant patients through implicit bias and cultural competency training, and patient advocacy supports (new Doula legislation, birthing plan development, etc.) ▶ Encourage a more representative workforce: <ul style="list-style-type: none"> ○ Seek, encourage, promote workers/programs with language, race/ethnicity, common ground experience ○ Encourage pathways to health/social services careers among youth ▶ Promote integration of mental health support for pregnant and recently pregnant people 	<ul style="list-style-type: none"> ▶ Leverage Burlington County Partners for Public Health to share resources about listening to pregnant patients, advocate for patient supports, cultural competency, implicit bias such as (not an exhaustive list): <ul style="list-style-type: none"> ○ Doula support (legislative updates, rights for undocumented) ○ SJ Perinatal Cooperative, Nurse Family Partnership ○ Centering Pregnancy ○ Building a birthing plan ▶ Leverage regular collaborative meetings to share best practices of integration of MH supports in MCH ▶ Partner with the stakeholders and community partners to draft and build grassroots support for legislation addressing perinatal equity ▶ Reach out, engage, support, and promote engagement among students of all ages to encourage and support career pathways in health ▶ Create opportunities to promote and engage pregnant/new parents to connect, share experiences ▶ Coordinate communication between partner agencies 	<p>% change in pregnancy, birth, and maternal health metrics by race, ethnicity, age, geography, and gender identity, as available and aligned with HP 2030 goals, (NJ SHAD)</p> <p># and type of collaborative community activities related to women and children’s health (BCHD annual report)</p>



Prioritized Health Needs

Priority Area: Life Expectancy and Chronic Disease

Guiding Goal: Achieve equitable life expectancy for all people regardless of race, ethnicity, zip code, insurance, income, gender, or language

CHNA Key Findings:	CHNA Page
▶ Cancer and other chronic disease incidence and death for heart and lung disease, and diabetes, is higher in South Jersey for almost all population groups	67-68
During the early COVID-19 pandemic period, delayed care and screenings increased severity and missed early diagnoses especially among low-income, people with chronic disease, and communities of color, leading to poor outcomes and early death. Economics and social networks before COVID-19 impacted access to food, medicine, health care, human interaction, and the isolation led to poorer outcomes for people at risk for chronic disease.	5-6, 62-66

Essential Public Health Services	
<p>#1 Assess and monitor population health status, factors that influence health, and community needs and assets.</p> <p>#2 Investigate, diagnose, and address health problems and hazards affecting the population</p> <p>#3 Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it</p> <p>#4 Strengthen, support, and mobilize communities and partnerships to improve health</p>	<p>#5 Create, champion, and implement policies, plans and laws that impact health</p> <p>#6 Utilize legal and regulatory actions designed to improve and protect the public's health</p> <p>#7 Assure an effective system that enables equitable access to the individual services and care needed to be healthy</p> <p>#8 Build and support a diverse and skilled public health workforce</p>

Objectives:	Strategies	Initiatives	Measures
<i>Success is:</i>	<i>We will work towards equity by:</i>	<i>These activities are how we will engage stakeholders:</i>	
<p>Reduce poor chronic disease outcomes and inequities by:</p> <ul style="list-style-type: none"> ▶ Tailoring the message to specific populations ▶ Targeting prevention message to reduce fear around early detection and treatment ▶ Engaging healthcare and business leaders in promoting prevention, detection, treatment 	<ul style="list-style-type: none"> ▶ Reframe the message: Leverage Burlington County Partners for Public Health to provide messaging about how early detection and treatment increases quality and length of life ▶ Engage providers to go into the community to talk about wellness ▶ Use Burlington County Partners for Public Health to identify, connect, and encourage partnership for specialty care for uninsured and underinsured people ▶ Expand locations, frequency and messaging for chronic disease screening opportunities such as in the community, businesses where ALICE population works ▶ Identify diverse community champions who can help reframe, tailor, and deliver clear messages about chronic disease 	<ul style="list-style-type: none"> ▶ Leverage Burlington County Partners for Public Health to increase opportunities for collaboration, sharing messaging tools, and data sharing between institutions. ▶ Build and enhance relationships with employers (Amazon, Dollar General, etc.) to: <ul style="list-style-type: none"> ○ Generate top-down support for wellness ○ Reach a broader audience for screening ▶ Take wellness to the community (examples) <ul style="list-style-type: none"> ○ CPR in the streets ○ Providers hosting wellness events in community ▶ Develop processes by which to measure incidence and outcomes by REaL, SOGI, and Zip Code data to inform equitable action 	<p>% change in selected chronic disease metrics (heart disease, cancer and diabetes) by race, ethnicity, age, geography, and gender identity, as available and aligned with HP 2030 goals, (NJ SHAD)</p> <p># of wellness events in the community (Health Education Department reports)</p> <p>Measures taken to strengthen and enhance the quality of partnerships with employers (Partnerships for Public Health)</p> <p># and type of collaborative community activities related to chronic disease prevention (BCHD annual report)</p>



Prioritized Health Needs

Priority Area: Access to Care

Guiding Goal: Achieve equitable access to care for all people regardless of race, ethnicity, zip code, insurance, income, gender, or language

CHNA Key Findings:		CHNA Page
<ul style="list-style-type: none"> ▶ Transportation is worse than ever before ▶ Lack of trust in healthcare is at a new high ▶ Unexamined bias and systemic racism directly impact care ▶ Fear remains a barrier to accessing care 	<ul style="list-style-type: none"> ▶ People of all ages crave community but need help connecting ▶ Representation matters: workforce should better reflect the population they serve ▶ Staffing: health and human services struggle to attract new workers and retain the ones they have 	5, 11, 29,104, 108

Essential Public Health Services	
<p>#1 Assess and monitor population health status, factors that influence health, and community needs and assets.</p> <p>#2 Investigate, diagnose, and address health problems and hazards affecting the population</p> <p>#3 Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it</p> <p>#4 Strengthen, support, and mobilize communities and partnerships to improve health</p> <p>#5 Create, champion, and implement policies, plans and laws that impact health</p>	<p>#6 Utilize legal and regulatory actions designed to improve and protect the public's health</p> <p>#7 Assure an effective system that enables equitable access to the individual services and care needed to be healthy</p> <p>#8 Build and support a diverse and skilled public health workforce</p> <p>#9 Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement</p> <p>#10 Build and maintain a strong organizational infrastructure for public health</p>

Objectives:	Strategies	Initiatives	Measures
<i>Success is:</i>	<i>We will work towards equity by:</i>	<i>These activities are how we will engage stakeholders:</i>	
<ol style="list-style-type: none"> 1. Reduce barriers for referrals between community-based organizations 2. Increase connections among diverse and at-risk people to resources, such as health insurance, that support the whole person, including preventative care 	<ul style="list-style-type: none"> ▶ Leverage Burlington County Partners for Public Health to share program information, resources, trainings, local best practices on a regular basis ▶ Build and support a public communications platform to tell people about existing services and promote connections ▶ Facilitate connections between providers of health care and social services ▶ Foster opportunities to collect and share information about why people don't engage and what their other priorities are 	<ul style="list-style-type: none"> ▶ Create a regular schedule and agenda for Burlington County Partners for Health ▶ Leverage County list serve and other tools to promote activities and resources in the area ▶ Leverage Burlington County Partners for Public Health to streamline intake and referral tools, strategies, data sharing ▶ Leverage Burlington County Partners for Public Health to identify resources addressing specific barriers such as <ul style="list-style-type: none"> ○ Language/interpreters ○ Fear ○ Transportation ▶ Encourage opportunities to seek and leverage joint funding ▶ Explore initiatives to educate and connect with people in non-traditional settings (workplace, basketball court, etc.) ▶ Focus on building next generation of public health professionals 	<p>% of Burlington County residents who have health insurance by race, ethnicity, age, geography, and gender identity, as available and aligned with HP 2030 goals, (NJ SHAD)</p> <p>Programmatic metrics regarding partner agency referral types (Partners for Public Health)</p> <p># and type of collaborative community activities that support access to care (BCHD annual report)</p>



Prioritized Health Needs

Priority Area: Build Resilience: Behavioral Health, Trauma, and Adverse Childhood Experiences

Guiding Goal: Foster community building opportunities designed for all ages in order to ameliorate the impact of traumatic events

CHNA Key Findings:	CHNA Page
▶ 22% of Burlington County adults had been diagnosed with depression before the COVID-19 Pandemic began	73
▶ ED visits for mental health emergencies increased dramatically across New Jersey for teens, young people in 2020	90-93
▶ Telehealth has expanded access for some while contributing to shortages in care for low-income and other vulnerable populations	6, 35-36, 62
▶ Representation matters: need for more racially diverse, age diverse, and LGBTQ+ providers	5-6, 11, 87, 103
▶ Burnout, grief, trauma resulting from COVID-19 experiences impact capacity, availability of providers, educators, services, first responders	6, 72, 76, 87 103

Essential Public Health Services	
<p>#1 Assess and monitor population health status, factors that influence health, and community needs and assets.</p> <p>#2 Investigate, diagnose, and address health problems and hazards affecting the population</p> <p>#3 Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it</p> <p>#4 Strengthen, support, and mobilize communities and partnerships to improve health</p> <p>#5 Create, champion, and implement policies, plans and laws that impact health</p>	<p>#6 Utilize legal and regulatory actions designed to improve and protect the public's health</p> <p>#7 Assure an effective system that enables equitable access to the individual services and care needed to be healthy</p> <p>#8 Build and support a diverse and skilled public health workforce</p> <p>#9 Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement</p>

Objectives:	Strategies	Activities	Measures
<i>Success is:</i>	<i>We will work towards equity by:</i>	<i>These activities are how we will engage stakeholders:</i>	
<ol style="list-style-type: none"> Increase awareness of available resources Increase coordination of services, trainings, and supports for improving behavioral health for agencies, organizations, and employers in Burlington County 	<ul style="list-style-type: none"> Leverage Burlington County Partnership for Public Health to share resources, information, barriers. Utilize Burlington County Partnership for Public Health to brainstorm and take action to address barriers in connecting patients with additional services Provide a platform to share trainings, materials, expertise, and advocates for behavioral health 	<ul style="list-style-type: none"> Leverage community partners as a key resource to gather and share information regarding resources, best practices, barriers, and needs to address collectively Leverage Burlington County Partners for Public Health to identify adjustments to policies and processes for enrollment in public benefits, grant funded programming Explore tools to create a platform to improve access to quicker care for BH needs Provide trainings, resources regarding BH and MH topics 	<p>Number and type of trainings, workshops, and resources promoted by partner agencies (Partners for Public Health)</p> <p>Measures undertaken to increase avenues for receiving feedback on services offered from county residents (Partners for Public Health)</p> <p># of collaborative community activities related to behavioral health (BCHD annual report)</p>